

1 The Planning Process in Jacksonville

1.1 Purpose of the Plan

Jacksonville has been identified by Baltimore County as one of two rural centers in the northern part of the county, along with Hereford. The purpose of this plan is to set the community on a path to retain the traditional rural character of Jacksonville, while at the same time allowing for appropriate limited growth of the commercial center and for improvements to the community's infrastructure.

1.2 The Planning Committee

The mission of the Jacksonville Planning Committee is to create a plan for the Greater Jacksonville area which, when implemented, will preserve and enhance the quality of life and the viability of the community. Among the responsibilities of the committee are the development of appropriate design guidelines, the establishment of limits on the amount and classes of zoning in the commercial area, and the review of zoning as necessary outside of the commercial area. The committee was established in January 1995 at the direction of the (then) president of the Greater Jacksonville Association (GJA), James McCoy. The membership consisted of local citizens, including business people working in the immediate area, professionals who travel to other locales for their employment, and several retired local residents, both business persons and professionals. As help was needed in any given area other citizens joined in the effort and, over the time required to complete this Plan, many different people have contributed at different times. A list of participants is given in Appendix A.

1.3 Basis for the Plan

The committee was provided with copies of the Hereford Community Plan at the outset, and that Plan (among others) helped to shape the initial approach to the planning process. However, the specific wishes of the residents of Jacksonville were not well known, so in order to develop a common set of ideas for the plan, the committee decided early in 1995 to conduct a comprehensive survey of residents. The survey was intended to measure the needs, current usage, and future expectations of the community regarding the rural center. Glen Thomas volunteered the professional services of his marketing consulting and research firm, G.A. Thomas Associates, to develop, design and test the survey. The Planning Committee developed a set of objectives for the survey following discussions with representatives from the Hereford and Kingsville Planning committees regarding their experiences.

The comprehensive survey was conducted in June 1995 using a four-page written questionnaire. The Committee decided to survey the entire residential population, rather than use a statistical sampling. The questionnaires were mailed to all residential rural-route households in the Phoenix zip code, as well as the post office boxes in Phoenix and two rural routes each in the Baldwin and Monkton zip codes. These additional routes were selected based on geographic proximity to the rural center, and probable frequency of travel and shopping in Jacksonville. The questionnaires included a brief introduction to the survey and were accompanied by a self-addressed return envelope.

A total of 4,000 surveys were distributed with the assistance of the Jacksonville Volunteer Fire Company. In response, the Committee received 1,024 completed questionnaires. This 25%

response rate is very high, and the conclusions drawn from the survey are therefore very well-founded. Response rates of a few percent are more common and are still considered to provide statistically valid results.

The survey responses were coded according to standards developed by G.A. Thomas Associates, and compiled by members of the committee. Results were tabulated and analyzed for the committee by Charles Young, a resident of Phoenix. Standard procedures were applied to maintain the statistical validity and data integrity of the survey. A summary of the statistical results is given in Appendix C of this Plan.

Later in the planning deliberations, the committee realized that an important element was missing: the commercial center business owners had not been surveyed. Mr. Bob Chilcoat and Ms. Sherry Moyer of the commercial center were asked to generate an appropriate survey form, and to distribute it to area businesses. They did so, and the results are summarized in Appendix B. Of 71 businesses, 26 returned the completed survey forms (37%), forming a valid representation of the feelings of this group.

The general results of the comprehensive community survey and of the business survey have helped to shape the long range strategy for future growth and development of the rural center which is embodied in this Plan.

1.4 Relationship to the Baltimore County Master Plan

The community plan for Jacksonville and the associated zoning map amendments, when adopted by the Baltimore County Council, will become a part of the Baltimore County Master Plan. The community plan will then provide guidance to growth in the commercial area as well as in the rural conservation areas of Greater Jacksonville. It will also provide standards by which the local citizenry can measure the responses of both the County and the land developers to the recommendations contained herein.

This community plan reflects the continued role of Jacksonville as a master-plan-designated rural center. The plan area will have a commercial node to serve the convenience needs of northern Baltimore County residents. Existing community facilities such as the elementary school recreation center, the volunteer fire company, the senior center, and the post office enhance Jacksonville's role as a rural center. New and expanded facilities and services should be provided to support the rural center concept whenever appropriate and feasible.

1.5 A Note on Terminology

Where the words "shall", "will", "must", and "should" appear in the text of this plan, they are to be construed as indicating compliance with the intent of this plan.

2 Demographics

2.1 Population, Household Trends, and Forecasts

Because Jacksonville is an unincorporated entity, there are no formal geographic boundaries. Therefore, there is no corresponding population or household data specific to Jacksonville. However, data is kept by Baltimore County for a unit of geography called Transportation Analysis Zones (TAZs), which allows for a reasonable approximation of the population and household trends and forecasts for the Greater Jacksonville Area. TAZs are used by Baltimore County transportation planners to analyze future needs for road improvement projects. The numbers factor in many things, including existing land use, zoning, building and occupancy permit data, birth and death statistics, trends in household size, in-migration and out-migration, economic and employment data, and various other relevant variables and assumptions that would likely affect future population and household growth. TAZ numbers 317, 318, 319, and 320 roughly correlate geographically with the area we are defining as the Greater Jacksonville Area (Map 1, Appendix E). Together they take in the area bounded by Corbett Road, Manor Road, Jarrettsville Pike, and the Little Gunpowder Falls on the north; the Gunpowder Falls, Phoenix Road, and Poplar Hill Road on the west; the Loch Raven Reservoir on the south; and Dulaney Valley Road, Carroll Manor Road, and Green Road on the east. Using 1995 as the base year, Table 1 lists the population and household projections through the year 2020.

Table 1: Greater Jacksonville Area, Population and Households

Population					
TAZ	1995	2000	2010	2020	Change 1995-2020
317	1,682	1,693	1,691	1,713	+31
318	2,227	2,238	2,178	2,158	-68
319	1,684	1,699	1,740	1,797	+113
320	2,733	2,755	2,861	3,028	+295
Totals	7326	8325	8470	8,697	+371

Households					
TAZ	1995	2000	2010	2020	Change 1995-2020
317	576	591	614	634	+58
318	738	757	766	771	+33
319	552	579	612	640	+88
320	941	983	1,052	1,131	+190
Totals	2807	2910	3044	3,176	+369

2.2 School Enrollments

2.2.1 Jacksonville Elementary School

Jacksonville Elementary, the only area school located near the Rural Commercial Center, was built in 1991. Its physical condition is rated as superior by the Baltimore County Board of Education. The school has a Baltimore County rated capacity of 754; Jacksonville's fall 1998 student enrollment was 757. Although the student enrollment is expected to drop by approximately 110 students in the fall of 1999 owing to the opening of the new Sparks Elementary School and the change in the Jacksonville/Sparks district boundaries, the total Jacksonville Elementary enrollment is projected to rise to 860 by the year 2008, a 13.6% increase over 1998, according to the County Board of Education.

2.2.2 Carroll Manor Elementary School

Carroll Manor was built in 1935 and last expanded in 1966. Its physical condition is rated as good. It has a Baltimore County rated capacity of 452, and had a fall 1998 enrollment of 341. The Carroll Manor School enrollment is projected to increase to 371 by the year 2003 and then begin to decline, according to the County Board of Education.

2.2.3 Cockeysville Middle School

Cockeysville Middle School, built in 1967 and enlarged in 1974, has a good physical rating, with a Baltimore County rated capacity of 1,203. Its fall 1998 enrollment was 755. The student enrollment is projected to rise by 11% to 839 by the year 2008, which will still be below the school's County-rated capacity.

2.2.4 Dulaney High School

Dulaney High School was built in 1964, expanded in 1971, and is presently being expanded further. The school has a good physical rating and, upon completion of the expansion, will have an estimated County-rated capacity of 1,882. The school's 1998 enrollment was 1,722, and its anticipated enrollment by the year 2008 is 1,865, an 8% increase but still below capacity, according to the County Board of Education.

2.3 Conclusion

The population and household figures listed above indicate mild population increases for the Greater Jacksonville Area in the years ahead. These projections come from a recent study done by a consultant team for the Baltimore County Board of Education.

Although school enrollment is expected to be within the rated capacities for the next five years, Jacksonville Elementary School is projected to be over capacity after that time, with an anticipated enrollment exceeding the school's locally-rated capacity by 100 students in the year 2008. A review of the Jacksonville/Sparks district boundaries should be undertaken in the future as Jacksonville nears its enrollment capacity.

In light of the projected population growth in the Jacksonville area, we must consider its impact on the local infrastructure, environment, and on Jacksonville's visual appearance. These concerns have prompted the development of this Plan.